

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /045 W
-----121726Z 065416 /42

R 120149Z MAY 77
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 2571
INFO USDOC WASHDC
AMEMBASSY ABU DHABI
AMEMBASSY ALGIERS
AMEMBASSY AMMAN
USINT BAGHDAD
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMEMBASSY SANA
AMEMBASSY TEL AVIV
AMEMBASSY TUNIS
AMEMBASSY ATHENS

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EO 11652: N/A
TAGS: BEXP, IR
SUBJ: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: STATE 81091

1. POST RECOMMENDS FOLLOWING EVENTS FOR FY-79. ALTERNATIVES
WILL BE SUBJECT SEPTEL PENDING FINAL EVALUATION SECTORAL
SURVEY FINDINGS BY BOTH MARKET RESEARCH DIVISION AND POST.
ALTHOUGH SPECIFIC DATES CITED IN SOME RECOMMENDATIONS CHOSEN
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ON BASIS LOCAL HOLIDAYS, FIXED EVENTS AT TRADE FAIR SITE,
AND SET-UP/STRIKING REQUIREMENTS AT TEHRAN TRADE
CENTER, DATE RECOMMENDATIONS SHOULD STILL BE
CONSIDERED PRELIMINARY.

2. (A) COMPUTERS AND PERIPHERALS/BUSINESS EQUIPMENT
AND SYSTEMS: USTC SHOW ON THIS THEME HIGHLY SUCCESSFUL

IN OCTOBER, 1976, EVEN THOUGH MARKET JUST REACHING
TAKE-OFF POINT AND ALTHOUGH END-USERS STILL SINGLE-
SOURCING HARDWARE. POST ANTICIPATES MARKET WILL
CONTINUE GROWING, ESPECIALLY FOR MINI AND MICRO-
COMPUTERS, SOFTWARE AND SERVICES.

(B) TRADE CENTER EXHIBITION.

(C) OCTOBER 1-5, 1978.

(D) EXISTING MARKET RESEARCH REPORT THIS THEME
(WRITTEN MARCH, 1976) AND INFORMATION IN SECTORAL SURVEY
COULD BE UPDATED BY POST'S MARKET RESEARCH OFFICER (MRO).

3. (A) HEALTH CARE EQUIPMENT: EXPANSION OF IRANIAN
HEALTH CARE SYSTEM CONTINUES TO BE ONE OF GOI'S
TOP PRIORITIES. OVER NEXT FIVE YEARS, IRAN SHOULD
SPEND APPROXIMATELY \$220 MILLION ON ALL TYPES OF
MEDICAL EQUIPMENT, THE BULK OF WHICH WILL BE IMPORTED.
AN EXHIBITION ON THIS THEME COULD HAVE EXCELLENT RESULTS
AND HAS PRECEDENT IN SUCCESSFUL USTC EXHIBITION IN JUNE,
1976. SPIN-OFF TM COULD VISIT SAUDI ARABIA PER
JIDDA 3370.

(B) OFF-SITE EXHIBITION AT "IRAN-MED" SPECIALIZED
TRADE FAIR.

(C) NOVEMBER 12-18, 1978.

(D) EXISTING MARKET RESEARCH REPORT (SEPTEMBER 1976)
AND SECTORAL SURVEY INFORMATION COULD BE UPDATED
BY POST'S MRO.

4. (A) FISH/POULTRY/MEAT PROCESSING EQUIPMENT:
IRAN'S FOOD PROCESSING INDUSTRY HAS GROWN IMPRESSIVELY
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IN RECENT YEARS, AND IS EXPECTED TO HAVE 20 PER CENT
ANNUAL GROWTH RATE BETWEEN NOW AND 1980. PRODUCTION
OF HIGH PROTEIN FOOD PRODUCTS HAS HIGH PRIORITY IN
THIS INDUSTRY, WHICH IMPORTED OVER \$62 MILLION IN
PROCESSING EQUIPMENT AND OVER \$13 MILLION IN PACKAGING
EQUIPMENT IN 1975. PRESHOW MINI TM INVOLVING SOME
EXHIBITORS AND MISSION PERSONNEL TO PROVINCIAL CENTERS
WOULD BE USEFUL IN PROMOTING THIS EXHIBITION.

(B) TRADE CENTER EXHIBITION.

(C) JANUARY 21-25, 1979

(D) INFORMATION CONTAINED IN SECTORAL SURVEY CAN
BE UPDATED AND EXPANDED BY POST'S MRO.

5. (A) WAREHOUSING/PLANT ENGINEERING AND MAINTENANCE
EQUIPMENT: SYSTEMS TO MODERNIZE AND RATIONALIZE
PRODUCTION AND STORAGE TECHNIQUES ARE NEEDED IN BOTH
PUBLIC AND PRIVATE SECTORS OF IRAN'S RAPIDLY DEVELOPING
ECONOMY. A SUBSTANTIAL EDUCATIONAL COMPONENT SHOULD

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /045 W
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R 120149Z MAY 77
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 2572
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AMEMBASSY SANA
AMEMBASSY TEL AVIV
AMEMBASSY TRIPOLI
AMEMBASSY TUNIS
AMEMBASSY ATHENS

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BE INCLUDED IN PROMOTING THIS EXHIBITION,
WHICH COULD MAKE SUBSTANTIAL CONTRIBUTIONS TO
REDUCING MANY BOTTLENECKS IN INDUSTRY.
(B) TRADE CENTER EXHIBITION.
(C) FEBRUARY 25-MARCH 1, 1979 (POST NOW CONSIDERING
SUGGESTION USE THIS THEME IN JUNE, 1978 SLOT PER
USDOC 8523).
(D) NEW RESEARCH IS REQUIRED AND COULD BE PREPARED
BY POST'S MRO.
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6. (A) ELECTRIC POWER EQUIPMENT: THIS THEME IS MUST FOR IRAN AS EXPANSION AND UPGRADING NATIONAL POWER GRID IS ONE OF GOI'S TOP PRIORITIES NOW AND FOR FUTURE. USTC EXHIBITION ON THIS THEME SET WORLDWIDE RECORDED FOR SALES IN FEBRUARY, 1976. SPECIAL EMPHASIS COULD BE GIVEN TO TRANSMISSION AND DISTRIBUTION EQUIPMENT AS U.S. HOLDING GOOD MARKET SHARE IN GENERATION EQUIPMENT. SPIN-OFF TRADE MISSION FOLLOWING THIS SHOW COULD SATISFY REQUIREMENTS CITED IN DOHA 563 AND CAIRO 7788 BOTH FOR THEME AND TIMING.

(B) TRADE CENTER EXHIBITION.

(C) APRIL 29-MAY 3, 1979.

7. (A) CONSTRUCTION, MINING AND MATERIALS HANDLING EQUIPMENT: ALL 3 CATEGORIES REPRESENT GOOD OPPORTUNITIES FOR EXPANDED U.S. EXPORTS. U.S. SHARE OF ALL CATEGORIES WAS ABOUT 35 PER CENT IN 1975, A YEAR WHICH SAW OVER 700 MILLION IN IMPORTS. SOME MATERIALS HANDLING EQUIPMENT ALSO APPROPRIATE FOR WAREHOUSING SHOW CITED ABOVE. THIS RECOMMENDATION ASSUMES TEHRAN INTERNATIONAL TRADE FAIR ORGANIZATION WILL SCHEDULE CONSTRUCTION SPECIALIZED FAIR IN SPRING, 1979. SPIN-OFF TM FOLLOWING FAIR COULD MEET REQUIREMENT CITED IN CAIRO 7788.

(B) OFF-SITE EXHIBITION AT CONSTRUCTION SPECIALIZED FAIR.

(C) PERHAPS LATE MAY OR JUNE, 1979 (SCHEDULING BY FAIR ORGANIZATION AT DIFFERENT TIME MAY REQUIRE ALTERATION SPRING SCHEDULE OF OTHER EVENTS).

(D) EXISTING RESEARCH REPORTS (1974-76) AND SECTORAL STUDY INFORMATION COULD BE UPDATED AND EXPANDED BY POST'S MRO.

8. (A) PLASTICS INDUSTRY EQUIPMENT: ALTHOUGH STILL NASCENT THIS INDUSTRY SHOULD GROW SIGNIFICANTLY IN UNCLASSIFIED

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COMING FIVE YEARS, ESPECIALLY AS IRAN'S PETROCHEMICAL INDUSTRY. INTENSIVE EFFORT EVEN WITH RELATIVELY SMALL EXHIBITION COULD ASSIST GETTING U.S. SUPPLIERS IN ON GROUND FLOOR OF THIS INDUSTRY.

(B) TRADE CENTER EXHIBITION.

(C) SEPTEMBER 9-13, 1979.

(D) NEW RESEARCH IS REQUIRED AND COULD BE PROVIDED BY POST'S MRO.

9. (A) TEHRAN INTERNATIONAL TRADE FAIR: JUSTIFICATION FOR U.S. PARTICIPATION IN THIS IMPORTANT ANNUAL EVENT WOULD BE SAME AS CONTAINED

IN FY-79 CC FOR IRAN (SEE TEHRAN A-45, MARCH 31, 1977).

(B) TRADE FAIR.

(C) SEPTEMBER/OCTOBER, 1979.

(D) SPECIFIC RESEARCH FOR TITF NOT REQUIRED.

10. (A) METALWORKING EQUIPMENT: PROPOSED AS ALTERNATE CAMPAIGN THEME IN FY-79 CCP. THIS RECOMMENDATION INVOLVES TRADE MISSION FOLLOW-UP FOR FY-78 CAMPAIGN ON SAME THEME (HIGHLIGHT OF WHICH IS NMTBA SOLO SHOW AT TITF FAIRGROUNDS NOVEMBER 6-10, 1977). METALWORKING TRADE MISSION COULD PURSUE LEADS ON END-USERS AND AGENT DEVELOPED SUBSEQUENT TO NMTBA SOLO, AND VISIT INDUSTRIAL CENTERS OUTSIDE TEHRAN.

(B) TRADE MISSION.

(C) FALL, 1979 (DEPENDING ON SCHEDULE OTHER EVENTS AND AVAILABLE RESOURCES).

(D) SPECIFIC RESEARCH REPORT PROBABLY NOT REQUIRED, ALTHOUGH MRO COULD PREPARE MARKETING SUMMARY UPDATE ON INFORMATION AVAILABLE AS OF SPRING, 1979.

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